

sustaining



Rattray Action Plan for Active Travel and Sustainable Transport



September 2021



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Introduction

1. Executive Summary

1.1 The Sustaining Choices project has worked with communities across Scotland to develop a body of evidence that demonstrates the changes they would like to see in their area regarding walking, wheeling, cycling, and public transport. This is particularly timely given the challenge of climate change and net-zero targets, the need to reimagine the environments we live in as a result of the Covid pandemic, and the need to implement a green recovery as a consequence of both. This Action Plan articulates the evidence base that has been gathered for the community of Rattray in Perthshire, Scotland.

1.2 Events were organised as a partnership between Proactive Communities Blairgowrie

and Rattray¹ and Perth & Kinross Council's Planning and Transportation departments², with the support of PAS. Information gathering events were held in March and April 2021, with a Delivery Summit held in August the same year. An online survey was also conducted, also with an accessible version for young people.

1.3 The following Anchor Statement was developed by the local core team to define the goal of the engagement process: "Do you want to help shape our community and improve transport options that work for everyone in Rattray? How can we improve opportunities to walk, cycle and wheel around town, and improve public transport while reducing emissions?"

¹ <https://discoverblairgowrie.co.uk/>
² <https://www.pkc.gov.uk/>

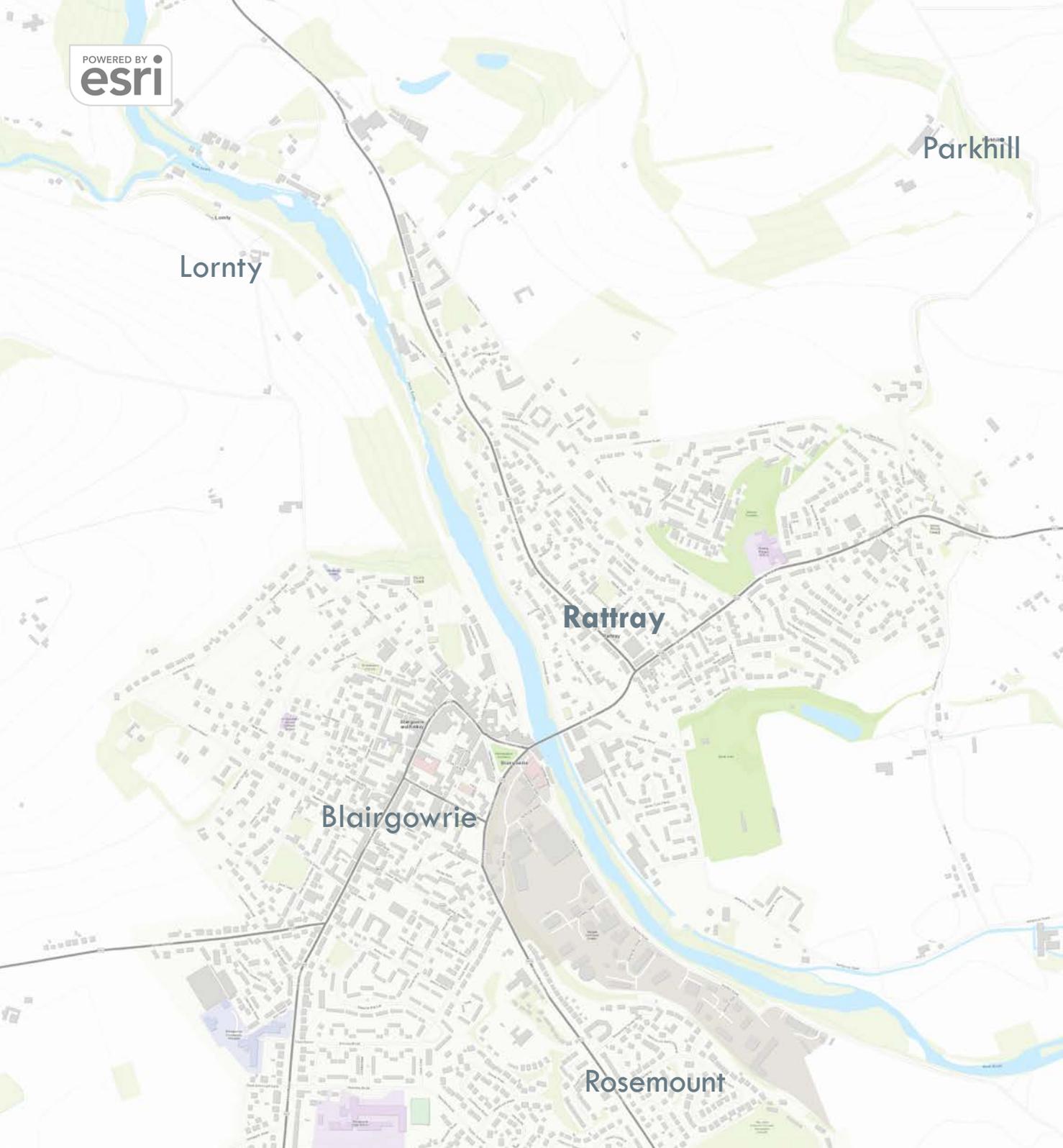
1.4 The full list of aims, priorities (19) and actions (46) shared by the community can be found in Appendix 1, under the following topic headings: Active Travel, Grassroots Action, Maintenance, Natural Space, Parking, Public Realm, Public Transport, Road Safety and Safety (General).

1.5 The following table summarises the 9 Key Actions identified for the area.

1.6 The project took place during the Covid 19 pandemic, at times under lockdown conditions. While every effort was made to adapt to this reality, it should be noted that the pandemic may have negatively impacted anticipated participation rates.

Table 1: Key Actions

Item	Topic	Action	Code
1.	Active Travel	Install more bike storage facilities, particularly next to bus shelters.	AT4
2.	Active Travel	Install physical wayfinding for places of interest, cycle paths and walks.	AT6
3.	Bus Routes	Explore improvements to town bus service.	PT1
4.	Bus Routes	Better support for bus and bike connectivity (bus stop storage, on-bus bike storage)	PT5
5.	Grassroots Action	Offer essential cycling skills courses.	GA3
6.	Public Realm	Install a town notice board for Rattray to share information.	PR6
7.	Public Realm	Install more street benches.	PR7
8.	Road Safety	Make crossing easier and safer on the High Street, make cycling and walking safer.	RS2
9.	Road Safety	Explore 20mph speed limit along whole of the High Street.	RS5



“Sustaining Choices has allowed Perth & Kinross Council’s Planning and Transport Planning Teams to develop a strong working relationship with Proactive Communities, who assisted us in connecting with members of their community and understand how travelling around Rattray can be improved.”

Lachlan MacLean, Project Officer, PKC Transportation Planning



Context

2. Purpose and Scope

Sustaining Choices

- 2.1 Sustaining Choices as a project was primarily set up to support economically disadvantaged and isolated communities in urban and rural Scotland who currently underutilise, or have poor access to, sustainable transport and active travel opportunities.
- 2.2 PAS is convinced that the future of engagement in the planning system will be a hybrid of face-to-face and online approaches requiring the use of open-source, locally adaptable methods and tools, and will increasingly be citizen-led. Sustaining Choices is a pilot project designed learn and adapt into this new emerging space.
- 2.3 Sustaining Choices has been funded by the Paths for All Smarter Choices, Smarter Places Open Fund and delivered by PAS working alongside delivery partners in each community.
- 2.4 Initially nine communities were accepted into the project, but two locations were not able to progress to the information gathering stage (West Fife Villages and Cumnock). The final group of communities for whom Action Plans are being prepared are Anstruther, Kilrenny and Cellardyke (Fife); Bishopbriggs (East Dunbartonshire); Garve & District (Highlands);

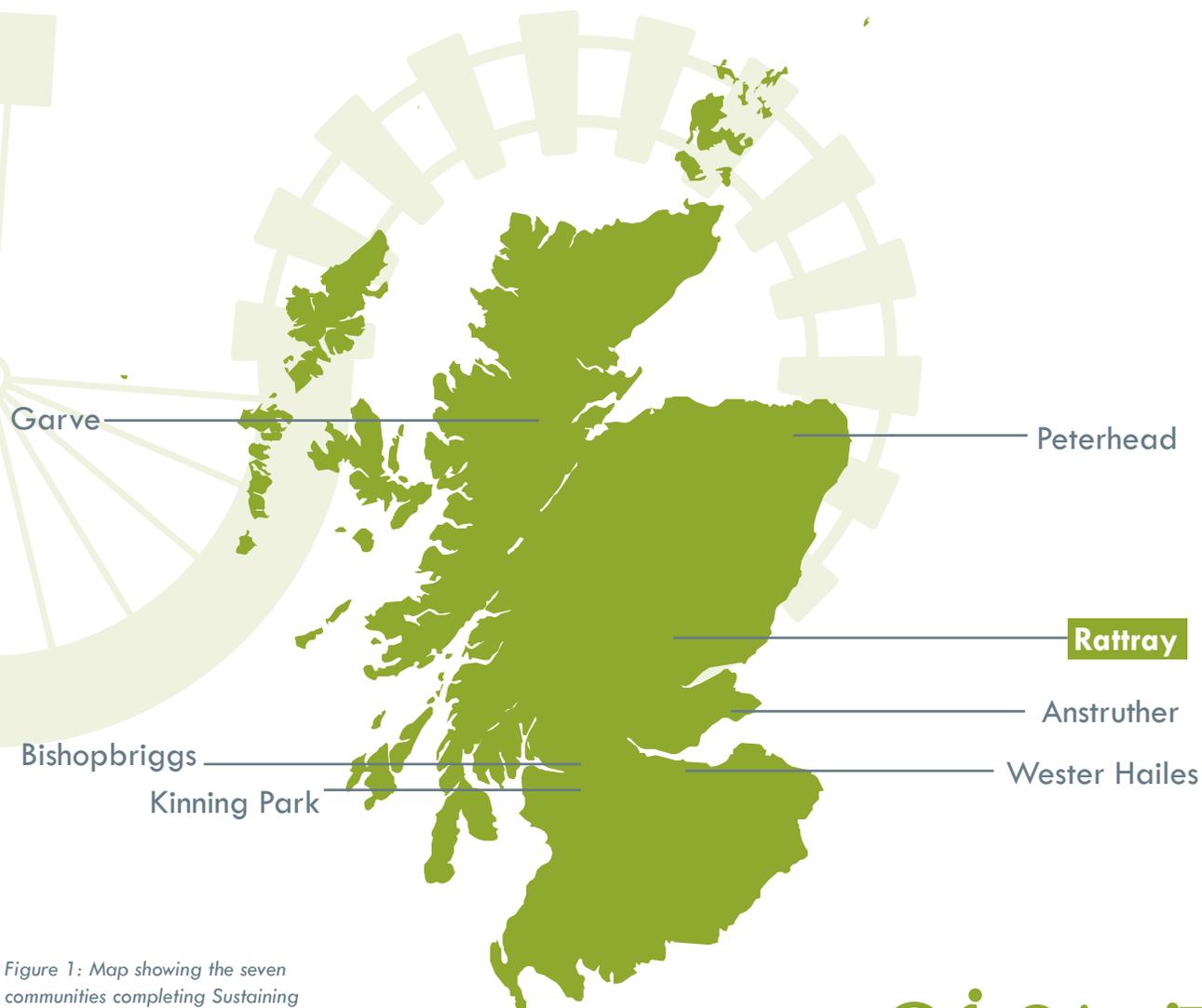


Figure 1: Map showing the seven communities completing Sustaining Choices

Kinning Park (Glasgow); Peterhead (Aberdeenshire); Rattray (Perthshire); Wester Hailes (Edinburgh).

2.5 The goal of the project was to develop an increased evidence base to support sustainable transport and active travel interventions in each location. It focusses on communities at the margins or which don't have an existing evidence base, to help make decisions to promote sustainable transport in each area.

2.6 The following wider project outcomes were achieved:

- Enabling communities to customise the Place Standard (PS) Tool for use in Active Travel engagements using a simple, replicable framework.
- Training 35 community facilitators (citizens, third sector and public sector workers) in delivering their own online engagement processes using Zoom and Place Standard within their own communities.
- Establishing foundational confidence to take other processes forward, such as Local Place Plans (LPPs)
- Developing 7 Active and Sustainable Travel Action Plans for communities across Scotland to use as an evidence base to develop future interventions.

2.7 At core each Action Plan consists of a vision for change broken down into a variety of topic areas, each subdivided into a series of aims. For each aim, a number of priorities and actions emerged from the research. These form the backbone of the Action Plan proper. The Action Plan can be viewed in Appendix 1.

Rattray

2.8 Rattray is one half of a twin burgh in the Perth and Kinross region, the other being Blairgowrie. Rattray is the smaller of the two burghs (which were united by an Act of Parliament in 1928), having a population of approximately 3000 inhabitants. Rattray lies on the northeast side of the River Ericht while Blairgowrie lies to the southwest. There is a claim for Rattray to be the older of the two burghs, with Old Rattray (the area round Rattray Kirk), dating back to the 12th century. New Rattray, the area along the Boat Brae and Balmoral Road, dates from 1777 when the River was spanned by the Brig o' Blair.¹

2.9 Rattray is situated in East Perthshire on the north side of Strathmore at the foot of the Grampian Mountains, about 18 miles NNE from Perth City, and 20 miles north of Dundee. Two main roads define the layout of the area: the A93 running

from Perth north to Braemar via Glenshee, and the A926 which runs east to Alyth and then to the Angus market town of Kirriemuir. The area around the towns forms the heartland of soft-fruit growing in Scotland.

2.10 Figure 2 shows the community boundary for Rattray that was used during this consultation:



Figure 2: Community boundary for Rattray

2.11 The burghs used to be served by a railway, but the line closed in the 1960's: the nearest railway stations today are Perth and Dunkeld & Birnam. Stagecoach is the main bus provider in the area, running all the bus services from the twin burghs to Perth, Dundee, Alyth, Coupar Angus, Dunkeld, Aberfeldy, Kirkmichael and Glenshee. There is also a circular town service. The nearest

¹ https://en.wikipedia.org/wiki/Blairgowrie_and_Rattray

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airport is Dundee.² A report by PKC's Culture and Community Services notes that because Rattray is located in a rural area, "people are...much more reliant on personal transport, but even moving about between the towns of East Perthshire has significant cost implications. On top of this it is also noticeable that Rattray has a lower-than average access to personal travel than elsewhere in the area."³

2.12 Rattray Primary serves children on the northeast side of the river while Blairgowrie High School

² https://en.wikipedia.org/wiki/Blairgowrie_and_Rattray

³ https://www.pkc.gov.uk/media/14862/Rattray-Community-Profile/pdf/Rattray_Community_Profile



Figure 3: Coloured lines/pins show the main flows that exceed 2% of this town's population. Grey lines/pins show smaller flows that still exceed 0.5% of this town's population. (data sourced from <https://www.usp.scot/>)

in Beeches Road provides secondary education for the twin towns and wider rural hinterland.

2.13 Figure 3 shows the pattern of commuter flows from Blairgowrie and Rattray as a whole (population. 8500, data sourced from the USP website).

2.14 Figure 4 shows the demographic profile of Blairgowrie and Rattray indicating a high proportion of middle-aged and older residents (data sourced from the USP website):

2.15 Figure 5 shows that 32% of people own more than one car in Blairgowrie and Rattray (data sourced from the USP website).

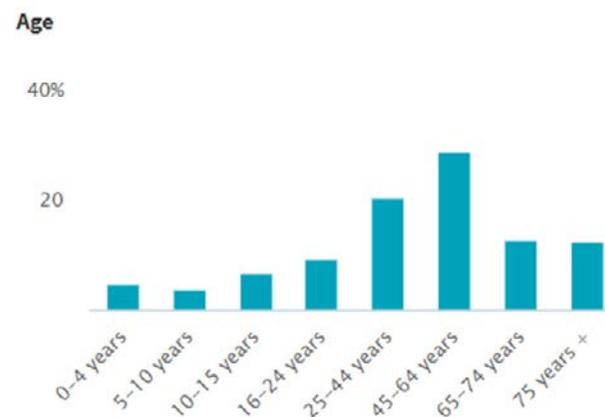


Figure 4: Graph showing demographic profile of Blairgowrie and Rattray (data sourced from the [USP website](https://www.usp.scot/)):

Core Team

2.16 This Action Plan was produced by a partnership of the third sector organisation Proactive Communities Blairgowrie and Rattray and Perth & Kinross Council's Planning and Transportation departments, with the support of PAS. Proactive Communities aims to enhance the sustainable development of Rattray and Blairgowrie in as eco-friendly manner as possible. Projects are always set-up with the goal of being self-sustaining, and only begun if first prioritised by the community.

Car ownership

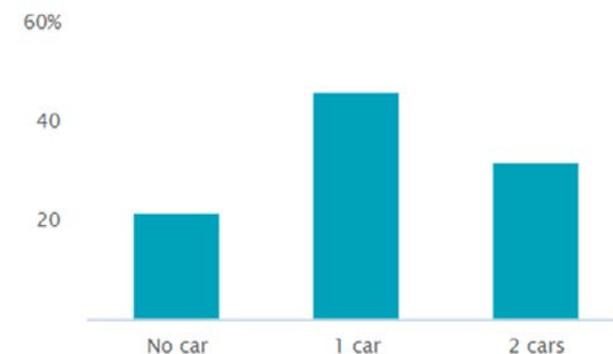


Figure 5: Graph showing that 32% of people own more than one car in Blairgowrie and Rattray (data sourced from the [USP website](https://www.usp.scot/)):

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- 2.17 A core team was formed comprising staff from both organisations. The core team was responsible for day-to-day decisions about the engagement process, from strategy design, marketing and bookings to workshop design, community-led engagement event delivery and selection of key actions.
- 2.18 The core team consisted of Sam Stewart (Community Worker, Proactive Communities), Hajni Biro (Spatial Planner, PKC Planning Department) and Lachlan MacLean (Project Officer, PKC Transportation Planning). Members of the core team attended one or both of the community facilitator training sessions. Hajni Biro was the nominated project lead, with Lachlan MacLean taking over from her in June 2021.



Anticipated Uses for the Action Plan

- 2.19 Following a key policy goal of the National Transport Strategy for Scotland, it is hoped that this Action Plan will be used to embed the implications of these proposals in spatial planning and land use decision making for the Rattray area.
- 2.20 The Action Plan is also intended for use by communities and local authorities to plan changes to services and the built environment, or to be used as a basis for developing specific proposals. This may involve being submitted as an evidence base to help justify further funding applications for work such as feasibility studies or securing bike-storage infrastructure. It can also be used by departments of Perth & Kinross Council itself (such as Transportation) as they develop their own schedule of interventions.
- 2.21 The Blairgowrie and Rattray Development Trust are currently undertaking a Local Community Action Plan (CAP).⁴ There are currently very few transport-related actions included. The intention is therefore to feed the outputs from Sustaining Choices into the CAP.

⁴ <https://www.brdt.org.uk/blairgowrie--rattray-community-action-plan.html>

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3. Planning and Transport Policy Context

National Policy Context

- 3.1 At a national level, the policy controlling active travel and sustainable transport is framed by the National Planning Framework (NPF3), Scottish Planning Policy 2014 (SPP), and Transport Scotland's National Transport Strategy 2 (NTS2). Other key policy documents governing Active Travel and Sustainable Transport are listed in Appendix 2.
- 3.2 NPF3 is in process of being reviewed with the fourth National Planning Framework due in the next season. NPF3 currently lays out a four-fold vision for a Scotland as a successful, sustainable place; a low carbon place; a natural, resilient place; and a connected place. Among other aims, it highlights the goal of decarbonising the transport sector and achieving significant levels of behaviour change regarding the population's choice of transport modes (5.13); encourages local authorities to develop at least one exemplar walking-and cycling-friendly settlement in their region (5.14), stresses the importance of electric vehicle (EV) charging to lower carbon emissions in rural Scotland (5.30), articulates



**The Action Plan AT6
Install physical
wayfinding for places
of interest, cycle
paths and walks.**

Context

an ambition to achieve a step-change in active travel by developing core-path plans and local community networks (5.33), and makes a commitment to promote tourism infrastructure and public transport improvements for key tourist routes and destinations (5.34).

- 3.3 The SPP, or Scottish Planning Policy (2014) commits Scotland to promoting sustainable transport and active travel as part of NPF3's 'connected place' planning outcome. Key policy principles include optimising the use of existing infrastructure, providing safe and convenient opportunities for walking and cycling for both active travel and recreation, facilitating travel by public transport, and enabling the integration of transport modes. It speaks of the importance of promoting development to maximise travel demands being met first through walking, then cycling, then public transport and finally through use of private cars (para. 275). It states that Local Development Plans should identify any required new transport infrastructure or public transport services, including cycle and pedestrian routes, trunk road and rail infrastructure (para. 275).
- 3.4 The National Transport Strategy 2 policy document articulates a vision for a sustainable, inclusive, safe, accessible transport system, helping deliver a healthier, fairer and

more prosperous Scotland for communities, businesses and visitors. Its four priorities each have three outcomes and a series of policies to guide their implementation. Its priorities and outcomes are designed to be used as an evaluation framework to measure progress.

- 3.5 NTS2 acknowledges that people still face barriers when wanting to cycle or walk to their destination, and that vehicles including public transport continue to emit greenhouse gases. It commits to addressing this.
- 3.6 Regarding inequalities, key issues identified by NTS2 that need to be addressed regarding active travel and sustainable transport include: the risk of transport poverty for around about 1 million deprived households across Scotland compounded by high costs for public transport (p10); the gendered nature of access to public transport and resultant inequalities affecting women, as well as increased safety fears when walking (p11); the barriers young people face (particularly in rural areas) regarding the availability and cost of public transport, particularly to further and higher education (p13); the need to meet the travel needs of an increasingly elderly population (p14); and the considerable barriers to travel faced by disabled people (p15). The policy also recognises divergent transport and travel

issues faced by different communities across Scotland, whether urban or rural, and according to socio-economic factors. It states that "many of Scotland's most disadvantaged communities are in cities, particularly in suburban areas. Yet, many of them are now having to travel longer distances to access employment opportunities as significant numbers of jobs tend to be in city centre locations." (p17). But it also highlights that people in rural areas usually have to travel further to access services and tend to have more limited choices when it comes to public transport, the latter meaning that rural households tend to drive more frequently than urban households." (p17)

- 3.7 Regarding climate change, NTS1 notes that a key challenge is to reduce transport impacts to help deliver the net-zero target (p20). It admits that in terms of air pollution, emissions of NOx from road transport are reducing but not at the anticipated rate (p13). It also recognises that a key challenge involves getting people to change their travel behaviour, both in terms of reducing demand for travel and how they make particular journeys, especially by encouraging walking and cycling for short journeys.
- 3.8 Regarding the economy, the importance of tourism is acknowledged but so too the impact that increasing number of tourists, particularly

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**The Action Plan RS6
Explore 20mph speed
limit throughout Rattray
and Blair**

in the peak summer months, can have on the transport system. This can particularly impact rural communities, who are witnessing deteriorating road networks as traffic increases, particularly at natural and cultural attractions, with the use of much larger and heavier cars, caravans and motorhomes.

- 3.9 In terms of health and wellbeing, NTS2 notes that road safety is critical, and that road incidents in Scotland continue to have a significant negative impact on individuals, families and society as a whole. Similarly all people should be able to travel without fear of crime, especially women (p37). School children can be at risk when walking to school from poor path infrastructure, especially in rural areas. Over reliance on motorised transport contributes to Scotland's obesity culture (p38).
- 3.10 Following on from this analysis, NTS2 sets a series of policy goals to deliver on the priorities and outcomes that have been identified. An assessment of all the Action Points articulated in this Action Plan, locating them within the context of relevant policy goals of NTS2.
- 3.11 **Table 2** shows connections between suggested actions and NTS2 Policy goals.

Table 2: Connections Between Actions and NTS2 Policy Goals

NTS2 Priority	Key Policies	Relevant Action Points* (see Appendix 1)
Reduces Inequalities	Minimise the connectivity and cost disadvantages faced by “around about 1 million deprived households across Scotland compounded by high costs for public transport”	PT1-3, 7
	Ensure transport in Scotland is accessible for all by supporting the implementation and development of Scotland’s Accessible Travel Framework (specifically disabled access to buses and trains, improved wayfinding and signage).	PR7
	Remove barriers to public transport connectivity and accessibility within Scotland.	PT5
	Ensure sustainable, public and active travel access to employment, education and training. Improve sustainable access to healthcare facilities for staff, patients and visitors.	PT2
Takes Climate Action	Reduce emissions generated by the transport system to mitigate climate change; Reduce emissions generated by the transport system to improve air quality.	PT4
	Support management of demand to encourage more sustainable transport choices.	PA1-2
	Facilitate a shift to more sustainable and space-efficient modes of transport for people and goods.	PT1-3
	Improve the quality and availability of information to enable all to make more sustainable transport choices.	PT6, 8
Improves our health and wellbeing	Increase safety of the transport system and meet casualty reduction targets.	RS2-8, SA1-2
	Provide a transport system that promotes and facilitates active travel choices which help to improve people’s health and wellbeing across mainland Scotland and the Islands.	AT1-6
Helps Deliver Inclusive Economic Growth	Provide a transport system which enables businesses to be competitive domestically, within the UK and internationally.	PT2

*Action Code: AT = Active Travel; GA = Grassroots Action; MA = Maintenance; NS – Natural Space; PA = Parking; PR = Public Realm; PT = Public Transport; RS = Road Safety; SA = Safety (General)

Local Policy Context

3.12 The Perth and Kinross Local Development Plan 2¹ (the LDP) was adopted in November 2019. A settlement plan for Blairgowrie and Rattray is included. It states that Blairgowrie/Rattray is the largest town in the Council area. It is a local and visitor service centre, playing a significant role in the Strathmore and The Glens economy. Tourism is important for employment and helping maintain the viability of services within the town. Blairgowrie/Rattray is identified as a Tier 2 Principal Settlement in TAYplan and as such it is expected that the town will grow significantly over the life of the Plan.

3.13 With regards to Rattray, a housing site of 217 units is currently under construction to the north of the town and planning permission has been granted for a further 58 units near Davie Park. There is also a new housing allocation further north along the A93. All these sites are in private ownership.

3.14 As noted in the Active Travel Strategy for Perth and Kinross², the Regional Transport Strategy for Perth and Kinross is promoted by TACTRAN, the Tayside and Central Scotland Transport Partnership covering Angus, Dundee City, Perth and Kinross and Stirling. TACTRAN’s Regional

1 <https://www.pkc.gov.uk/ldp2>

2 <https://bit.ly/3jtxKGn>



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Transport Strategy for 2015-2036 (Refresh)³ sets out a vision and objectives for transport in the region recognising the importance of active travel in achieving those objectives. The Regional Active Travel Strategy, contained within TACTRAN's Regional Transport Strategy, aims to support the delivery of the Cycling Action Plan for Scotland (CAPS); implementation of the National Walking Strategy and the Long-Term Vision for Active Travel in Scotland through four key strands:

- Strategic Integration
- High Quality Infrastructure
- Making Better Use of the Transport System
- Influencing Travel Behaviour

3.15 The TACTRAN Active Travel Strategy promotes the development of regional walking and cycling routes to connect with the expansion of the National Cycle Network, national long-distance paths and local cycling and walking networks. These networks are to be complemented by good quality cycle parking at key destinations.

3.16 An Active Travel Strategy for Perth and Kinross⁴ has been developed to encourage, enhance and monitor physical active travel modes rather than motorised methods. The strategy

lays down the following objectives:

- Provide a more socially inclusive transport system
- Reduce the impacts of congestion, air pollution and severance of vehicular transport on Perth and Kinross Communities
- Improve public health
- Boost economic activity

It also details the following targets:

- Increase the number of journeys made on foot across Perth and Kinross as recorded in the 2011 Census for Scotland.
- Increase the number of journeys made by bike in Perth and Kinross as recorded in 2011 Census for Scotland.
- Increase the proportion of residents of Perth and Kinross walking more than 30 minutes in one go per month by 5% by 2028 in comparison with a 2018 baseline.
- Increase the proportion of residents cycling monthly or more often in Perth and Kinross by 50% by 2028 in comparison with a 2018 baseline.

3.17 After detailing a series of around 15 projects that have been delivered to encourage active travel, from Park and Stride initiatives to the Breeze Perthshire and Angus cycle training scheme, the strategy notes that increasing the number of residents travelling more actively

will require more infrastructure improvements to be provided. This includes the expansion of the Green Route Networks and increasing the number of shared use paths, safer crossing locations and cycle parking locations. Additionally, residents need to be informed of the facilities that are available and where they are located to help them to travel more actively.

3.18 The strategy goes on to identify seven delivery goals, many of which are relevant to the Action Points articulated in this Action Plan.

3.19 In terms of leadership and governance, the strategy commits PKC and partners to taking responsibility for leading the delivery of this strategy and updating it when required. Sustaining Choices as a project can be seen as the fulfilment of this commitment in a specific geographic context.

3.20 As part of the audit and understanding goal, an audit of the Active Travel Network in both urban and rural locations will be undertaken to help understand where paths and routes can be expanded to provide links to key destinations. This includes identifying key locations where there are missing links or better connections could be provided.

³ <https://www.tactran.gov.uk/documents/RTSRefresh-FinalReport.pdf>

⁴ <https://bit.ly/3jtxKGn>

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3.21 Regarding route network development, PKC and partners will seek to improve the Active Travel Network in both urban and rural areas. This will involve ensuring that the Active Travel Network is connected, comfortable and convenient. This may involve introducing traffic calming measures to reduce the speeds of motorised vehicles so that residents and visitors feel safe using the network. The strategy commits to a review of the 20mph strategy for Perth & Kinross Council and offers that consideration will be given to the reallocation of road space to enable active travel.

3.22 The strategy also commits to identifying locations where the provision of other active travel infrastructure such as electric bikes, cycle parking or cycle lockers would be beneficial. In terms of enabling active travel, meanwhile, the strategy commits to supporting the third sector and/or private sector partners to expand provision for and the promotion of cycle training (including safe on-road riding and bike maintenance) for older children and adults.

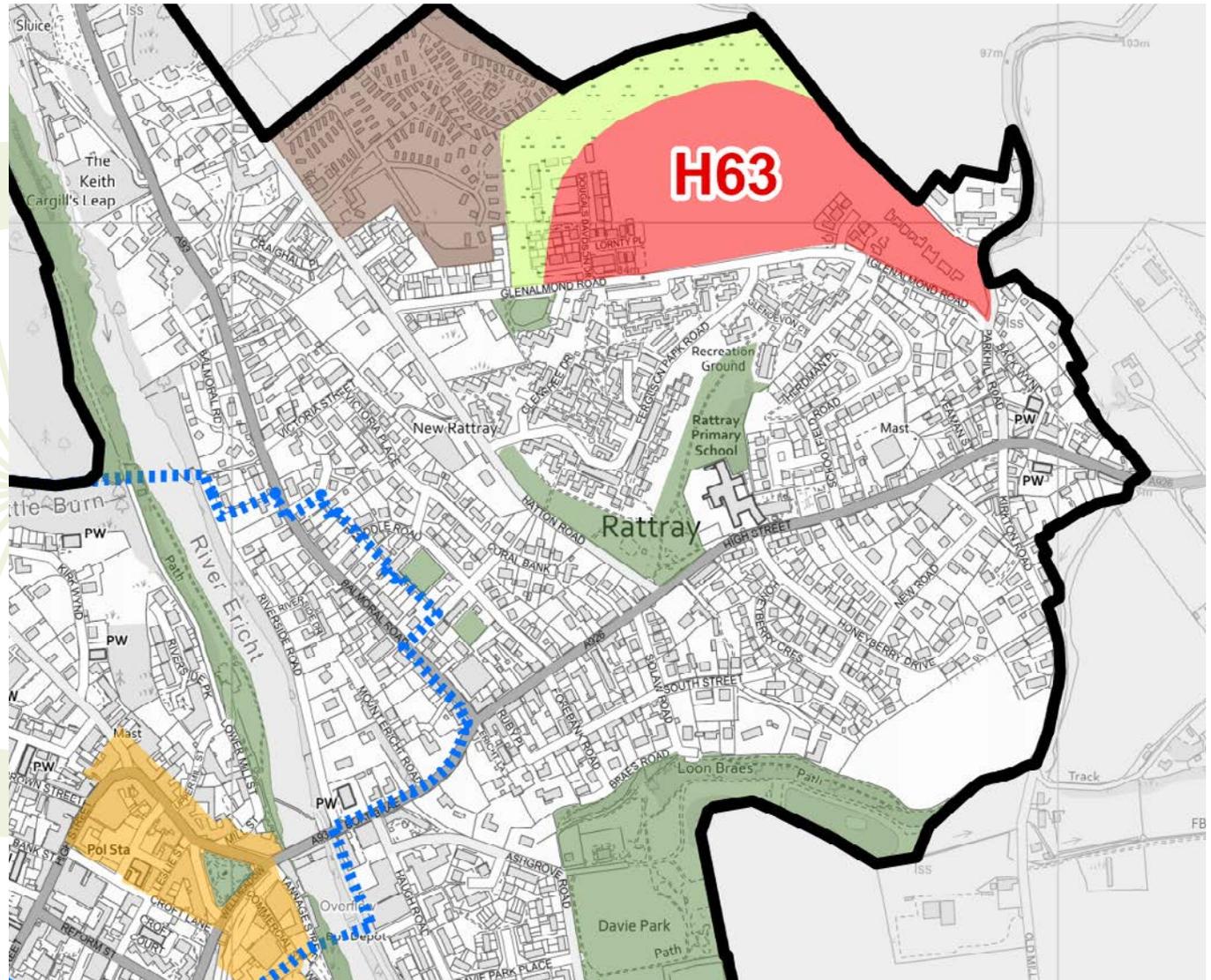


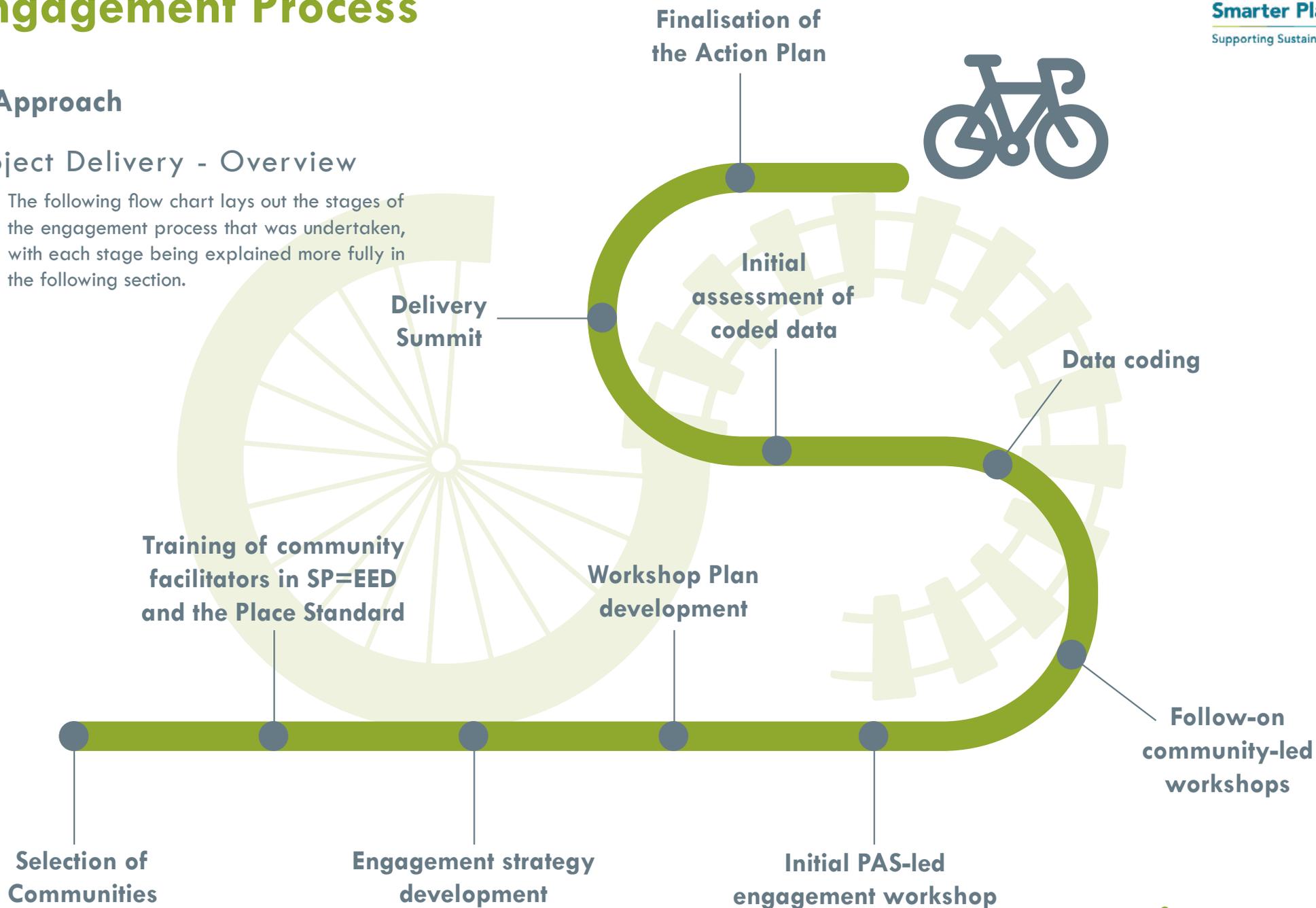
Figure 6: Extract of Settlement plan for Blairgowrie and Rattray produced by Perth and Kinross Council, see full version along with key by clicking on image or going to the following webpage <https://www.pkc.gov.uk/media/45403/Blairgowrie-Rattray/pdf/BlairgowrieRattray.pdf?m=637148604634430000>

Engagement Process

4. Approach

Project Delivery - Overview

4.1 The following flow chart lays out the stages of the engagement process that was undertaken, with each stage being explained more fully in the following section.



Project Delivery – Detail

- 4.2 After an initial exercise to select interested communities, the project began by training community facilitators to engage their communities in an online environment. This latter was a requirement because of the ongoing restrictions caused by the Covid-19 pandemic. Trainees were a mix of local citizens and third-and-public sector co-workers.
- 4.3 Community facilitators were trained in engagement principles using an adapted version of PAS's SP=EED® training.¹ This was focussed on online engagement and encouraged the core teams that had formed to begin developing engagement strategies for their communities (marketing, stakeholders, consultation goals). A second session then introduced the Place Standard Tool² and how to use it as a structured framework of questions, alongside training in basic facilitation skills. The goal was to begin a learning journey in which the community facilitators, from whatever baseline understanding they held, gradually grew in confidence to run their own engagement sessions with their communities.

¹ <https://www.pas.org.uk/speed/>

² <https://www.placestandard.scot/>



Engagement Process

- Zoom and its break-out room system was used as the core video-conferencing tool. Key roles used within a call included a chair, tech support running the call, break-out room facilitator and break-out room note-taker.
- 4.4 Elected members for the wards covered by the consultation were invited to a briefing session to explain the goals of Sustaining Choices. Those who couldn't attend received a recording to review at their leisure. For each community the core team developed a workshop plan with input from PAS. Each community selected 3-4 high level questions from the Place Standard Tool. Two further questions asking about people's high-level priorities and their suggestions for actions to implement these were mandatory. These questions formed the basis of each engagement workshop, together with an 'Anchor Statement' which described the goals that each community wanted to achieve with their engagement.
- 4.5 The Anchor Statement designed by the Rattray Core Team was:
"Do you want to help shape our community and improve transport options that work for everyone in Rattray? How can we improve opportunities to walk, cycle and wheel around town, and improve public transport while reducing emissions?"
- 4.6 A simple question-and response style based on these questions with groups of between 3 and 7 people in a break-out room was generally selected by each community. This simple approach was taken to make the process accessible and deliverable by community facilitators who were often on a steep learning journey. The 'open-source' nature of the Place Standard and its teachability made it ideal as an accessible tool for use in this format. Details of the questions chosen by each community are given below.
- 4.7 PAS staff and volunteers then used this workshop plan to deliver an initial engagement workshop in each community, with core teams for each community running the bookings and publicity process. Community facilitators took the role of note-taker in each break-out room, alongside a PAS volunteer facilitator. In this capacity they were able to observe how an engagement was delivered first-hand, as the next stage of the learning journey. PAS facilitators also made sure to secure the numeric data required by the Place Standard to gain the level of improvement in a given topic area that participants felt was required.
- 4.8 Each core team then went on to deliver community-led online engagements on their own. This was the final stage of their learning journey. They were either run as sessions open to the general public or as sessions tailored to specific groups, such as young people. Some groups also chose to create online surveys, often using Microsoft Forms, to gather data, as an additional helpful stream of information.
- 4.9 Data gathered was typed-up by break-out room facilitators into a series of statements, which were passed back to PAS for processing. PAS staff took the data received from notetakers and coded (thematized) the data, before synthesising this information into an initial draft document of priorities and actions, along with an indicative assessment of the level of importance of each, based on response rate.
- 4.10 The draft list of actions of priorities was passed for initial assessment back to the core team, who were then given time to absorb the information and begin to discuss the outputs with their local delivery partners. The core team then worked to short-list 9 Key Actions that they felt warranted deeper attention by the community.

Engagement Process

4.11 Lastly, Proactive Communities and PKC Transportation Planning ran an online delivery summit to present the draft Action Plan. Attendees were sourced from those who had already attended or responded to previous engagements or surveys. At the delivery summit, the core team first presented the draft action plan and spoke to which of the actions were already being addressed in some form by other processes and projects. The Key Actions were then highlighted and discussed further with participants.

4.12 The outputs from the Delivery Summit were then integrated into the Action Plan.

Previous Community Engagement

4.13 In terms of the consultation context, the last Local Development Plan engagement took place in 2017 and was focused on general infrastructure constraints for the wider settlement. More recently, a session was held with Blairgowrie Climate Cafe to inform PKC's emerging Climate Change Action Plan. The Blairgowrie and Rattray Development Trust are currently undertaking a Local Community Action Plan (CAP).³

³ <https://www.brdt.org.uk/blairgowrie--rattray-community-action-plan.html>



*The Action Plan PA 1
Control/manage parking on main
roads esp. High Street*

Engagement Process

Marketing and Publicity

4.14 Engagement events for Sustaining Choices were publicised by the core team through local social media channels, personal relationships and mail-shots. Articles were published in the Blairgowrie Advertiser newspaper as well as the Hub, a local magazine delivered to every household in the area. Local schools were contacted directly for events that involved young people. Marketing materials were designed locally, such as the entry in the Hub magazine shown in figure 7.⁴

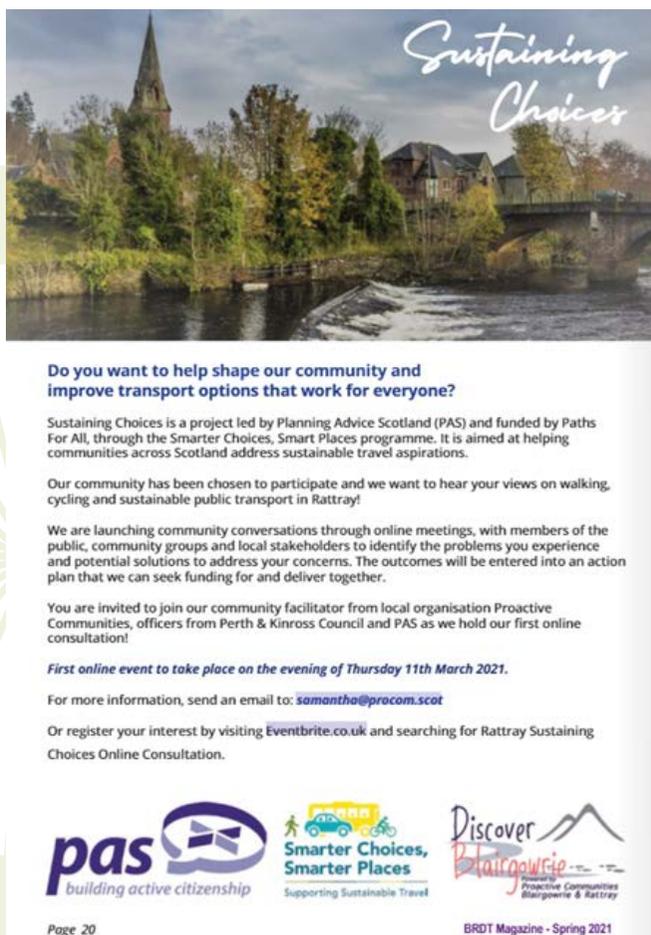


Figure 7: The article used to promote the consultation events

Attendance and Response Information

4.15 Participant and/or survey response information is given below:

Table 3: Participant and /or Survey Responses			
Location	Event type	Date	No.
Engagement 1	PAS-led, public event, online	11th March	8
Engagement 2	Community-led, public event, online	23rd March	6
Engagement 3	Community-led, public event, face-to-face (young people)	8th April	8
Survey 1	Online Survey 1	Closed end. April	30
Survey 2	Online Survey 2 (Youth)	Closed end April	5
Total attendance/responses during info. gathering phase			57
Delivery Summit	PAS-led	5th August	4

⁴ <https://www.yumpu.com/en/document/read/65323115/blairgowrie-rattray-hub-magazine-spring-2021>

Understanding the Issues

5. Evidence Gathering

Response data

5.1 The Place Standard was used as the basis for the engagements held during Sustaining Choices. In its full version, 14 high-level questions based on different themes are asked of groups, with follow up questions deployed to secure more precise data. During Sustaining Choices, in order to focus on themes most pertinent to active travel and sustainable transport, and because of the limited time available during online sessions, core teams were encouraged to choose a smaller number of the Place Standard questions to work with, as well as the final two prioritisation and implementation questions (Qs 15 and 16). The core team in Rattray therefore elected to ask three of the Place Standard's high-level questions. These were:

- 1 Can I easily walk and cycle around using good-quality routes?
- 2 Does public transport meet my needs?

And 4. Do buildings, streets and public spaces, including green spaces, create an attractive place that is easy to get around?

5.2 From response data, developing active travel infrastructure and wayfinding, improving the

design and maintenance of the public realm, addressing road safety concerns and optimising the local town bus service (including electric bus provision) are among the core issues that participants wanted to see addressed.

5.3 In addition, participants were asked to grade their community in response to each question by giving a rating on a scale from 1 to 7. When answering together, a group agrees the rating among themselves, where 1 means there is a lot of room for improvement and 7 means there is very little room for improvement. Usually a compass diagram is generated to graphically display the grading of the community according to that group.

5.4 Grading still took place for the chosen questions, and are given below, but the compass diagram output has not been considered appropriate because of the limited number of core questions. The following gradings for Rattray are averaged responses taken from A) the collaborative resolution of individual break-out groups during engagement sessions 1 and 2 and B) an average of all individual responses taken from the two online surveys. Please note that no ratings data was secured from the third (face-to-face) engagement session with young people.

5.5 Ratings by question (where 1 means there is a lot of room for improvement and 7 means there is very little room for improvement):

Question No.	Question	Rating/7
1	Can I easily walk and cycle around using good-quality routes?	3.4
2	Does public transport meet my needs?	5.0
4	Do buildings, streets and public spaces, including green spaces, create an attractive place that is easy to get around?	4.0

5.6 To the extent that conclusions might be drawn from these ratings, it would appear that while public transport, active travel and the built environment have achieved an acceptable baseline, there is room for improvement to achieve a higher standard of satisfaction. It would appear that Rattray's public transport services, both around town (circular bus) and to wider destinations like Perth, are generally functioning well. However, it may be the case that because the twin burghs function as a rural hub, car-use still predominates and active travel as a travel option is lagging. The Key Actions and wider Action Plan point to opportunities for improvement in these areas.

Understanding the Issues

- 5.7 Once aggregated and coded, all of the responses made by participants resulted in a series of vision headings and aims. For each aim, priorities and concrete actions for implementation have been developed.
- 5.8 The full list of aims, priorities (19) and actions (46) shared by the community can be found in Appendix 1, under the following vision headings: Active Travel, Grassroots Action, Maintenance, Natural Space, Parking, Public Realm, Public Transport, Road Safety and Safety (General).



Making it Happen

6. Delivery Strategy

First Steps and Delivery Partners

- 6.1 The core team chose 9 Key Actions to focus on initially. These Key Actions were foregrounded during the Delivery Summit.
- 6.2 The Key Actions were chosen because of the strength of response they initially garnered and the type of positive impact they could have. In the case of some Key Actions, progress has already begun, whereas others present an opportunity for brand new activity. The Delivery Summit presented an opportunity to understand from the community's perspective how best to either initiate or continue to build momentum around these actions, and who with.
- 6.3 Table 5 shows first steps and delivery partners proposed by participants for each Key Action.

Moving Forward

- 6.4 Moving forward, the core team intend to distribute the Action Plan to community groups and potential delivery partners, and make the document available publicly via the web. They also plan to hold further stakeholder conversations with delivery partners regarding the Action Points in the Action Plan (including the Key Actions below), with a view to establishing how best to support ongoing delivery. Outputs from Sustaining Choices may also be fed into the ongoing development of the Local Community Action Plan, which currently includes few transport related actions.
- 6.5 Further queries and correspondence regarding the implementation of this Action Plan should be directed to Sam Stewart at Proactive Communities (ctstayside@gmail.com). Local groups wishing to use the Action Plan as an evidence base for their own projects and funding applications are also invited to make contact using the email address above.

Making it Happen

Table 5: Key Actions: First Steps and Delivery partner overview

Item	Action	First steps	Potential Delivery Partners
1.	AT4 - Install more bike storage facilities, particularly next to bus shelters.	<ul style="list-style-type: none"> Designate one bus stop in Rattray for bike storage. Look at additional bike storage at the Wellmeadow. 	<ul style="list-style-type: none"> Perth and Kinross Council Proactive Communities Blairgowrie and Rattray Climate Café Sustrans
2.	AT6 - Install physical wayfinding for places of interest, cycle paths and walks.	<ul style="list-style-type: none"> Discuss signage for the local cycle network with Strathmore Cycle Network. Contact Tayside Contracts for support with signs. Work with local community groups to identify signs to places of interest and the support they could offer. Work with the Perth and Kinross Countryside Trust to discuss mapping areas of interest. 	<ul style="list-style-type: none"> Strathmore Cycle Network Perth and Kinross Council Tayside Contracts Community Engagement Coordinator, Proactive Communities Blairgowrie and Rattray Perth and Kinross Countryside Trust
3.	PT1 - Explore improvements to town bus service.	<ul style="list-style-type: none"> Make contact with bus service suppliers to discuss local bus service and times of delivery. Raise awareness of local bus service through magazines and newspapers (Blairgowrie Advertiser and Hub Mag). Speak with Perth and Kinross council about the potential of having a dedicated Rattray bus timetable. 	<ul style="list-style-type: none"> Stagecoach Perth and Kinross Council Blairgowrie and Rattray Development Trust Blairgowrie Advertiser Proactive Communities
4.	PT5 - Better support for bus and bike connectivity (bus stop storage, on-bus bike storage)	<ul style="list-style-type: none"> Work with local bus services and explore other Scottish services which offer bike-on-bus options. Look at live timetable options to add which services have bike on bus options. Explore other examples elsewhere: Border Buses currently offer this service. 	<ul style="list-style-type: none"> Stagecoach Perth and Kinross Council Sustrans
5.	GA3 - Offer essential cycling skills courses	<ul style="list-style-type: none"> Approach local services offering essential cycling courses for adults. Investigate a course for electric bike safety. Speak with the energy saving trust about e-bike trial hire and rolling out across Rattray. Perth Cycle Skills electric bike funding may be an opportunity to purchase for hire electric bikes. Identify local greenspaces for courses and work with Proactive Communities Blairgowrie and Rattray to host a cycling skills course as part of their holiday events programme. 	<ul style="list-style-type: none"> Coupar Angus Cycle Hub Perth Cycle Skills The Energy Saving Trust Perth and Kinross Council Proactive Communities Blairgowrie and Rattray Greenspace Team

Item	Action	First steps	Potential Delivery Partners
6.	PR6 - Install a town notice board for Rattray to share information	<ul style="list-style-type: none"> Look at the option of local bench fundraiser to support a bench/noticeboard option for Rattray. Work with other towns (Alyth) and look at their magnetic notice board options. Work with local council to consider the option for Free WiFi in Rattray which would locals and visitors to find out what's happening online or through QR codes. 	<ul style="list-style-type: none"> Proactive Communities Wellmeadow Walkathon team Alyth Development Trust Perth and Kinross Council Local Councillors
7.	PR7 - Install more street benches	<ul style="list-style-type: none"> Continue working on the Wellmeadow Walkathon Bench Trail to install more benches across Blairgowrie and Rattray. Survey the community via Discover Blairgowrie to find suitable bench locations. Liaise with PKC Road Maintenance team to discuss bench locations and the support available. 	<ul style="list-style-type: none"> Proactive Communities/Hart Family Perth and Kinross Council Discover Blairgowrie PKC Road Maintenance PKC Greenspace ranger
8.	RS2 - Make crossing easier and safer on the High Street, make cycling and walking safer.	<ul style="list-style-type: none"> Work with Alisdair Finlayson at the Council to explore options to slow down traffic on Rattray High Street (thus improving crossing, environment, and cyclists' journeys). Look at alternate options for widening pavements, reverse priority signs, speed bumps, speed limits and traffic lights. 	<ul style="list-style-type: none"> Perth and Kinross Council Proactive Communities Blairgowrie and Rattray Sustrans
9.	RS5 - Explore 20mph speed limit along whole of the High Street	<ul style="list-style-type: none"> Investigate the option of making core Rattray streets a 20mph zone, similar to Blairgowrie. 	<ul style="list-style-type: none"> Perth and Kinross Council Proactive Communities Blairgowrie and Rattray Community Engagement via Discover Blairgowrie

Appendix 1

The Action Plan

Action Code: AT = Active Travel; GA = Grassroots Action; MA = Maintenance; NS – Natural Space; PA = Parking;
PR = Public Realm; PT = Public Transport; RS = Road Safety; SA = Safety (General)

Active Travel (AT)		
Aim	Priority	Action
Improve walkability for all users. Develop a comprehensive path network for walkers and cyclists.	1. Establish new segregated walking and cycling pathways, both separated from motor traffic. Upgrade existing. Ensure road markings for existing cycleways are maintained.	AT1 Create walking and cycling routes that are safe and well used. Build safer, segregated walking and cycling routes. Study how people move around the High Street and then decide on how best to improve it; look at international examples (High Street, Old Mill Road and the Riverside are common routes for walking; some routes are good and well maintained by local groups (e.g. BRAN), but others are incomplete, need to be repaired and/or connected with each other; make High Street more cycling friendly; bike lane along the main road leading through Rattray; Riverside has only been developed on the Blairgowrie side, no path along the river like in Blairgowrie - needs to have some focus on the Rattray side also, but land along the bank is privately owned so may not be possible to create a public route; possibly use bollards in appropriate locations).
		AT2 Establish new segregated walking and cycling pathways (e.g. on routes to Juniper Green, to Napier Campus, to Colinton).
		AT3 Explore ways to widen canal tow path to enable segregation of walkers and cyclists, reducing barriers to buggies and mobility impaired users.
Improve cycling infrastructure.	2. Provide cycle storage.	AT4 Install secure cycle storage, especially in high density areas such as the high-rise flats.
		AT5 Consider incentives for bike use (by LA), perhaps free/reduced entry to leisure centres, libraries, etc. for those arriving by bike/on foot.
Develop wayfinding provision for active travel around the area.	3. Improve wayfinding.	AT6 Install physical wayfinding for places of interest, cycle paths and walks. (e.g. street signposts; directions for Strathmore cycle path to Alyth).
Grassroots Action (GA)		
Aim	Priority	Action
Shape ongoing delivery strategy.	4. Develop a delivery strategy for the Active Travel Action Plan	GA1 Create/expand community-driven projects involving school and other community groups to tackle litter hotspots and combat graffiti (e.g. Hatton Road).
		GA2 Establish greater collaboration between development trusts to find a solutions to better connect communities in the area.
		GA3 Offer essential cycling skills courses.
		GA4 Network change agents together - individuals, councillors, PKC departments.
		GA5 Ensure funding and support for BRAN (Blairgowrie and Rattray Access Network).

Maintenance (MA)

Aim	Priority	Action
Keep Rattray tidy.	5. Address maintenance issues.	MA1 Create suitable dog exercise areas or routes with dog poo bins.
		MA2 Address graffiti.
		MA3 Explore scheme to help families with cost of transport.
		MA4 Explore improving the frequency of buses with providers (e.g. service 21 stops at 6pm), creating more bus stops, and ensuring buses consistently recognise each stop.

Natural Space (NS)

Aim	Priority	Action
Provide high quality parks and children's facilities in Rattray.	6. Improve greenspaces in Rattray.	NS1 Establish safer play areas.
		NS2 Improved lighting and signposting for greenspaces and parks.
		NS3 Ensure sufficient greenspace provided for new developments.

Parking (PA)

Aim	Priority	Action
Reassess parking provision and improve enforcement across the area.	7. Address parking arrangements (reduce impact on active travel and safety issues).	PA1 Control/manage parking on main roads esp. High Street (e.g. no parking zones near junctions, Double yellow lines along bottom of Balmoral Road; restrict vans from parking on High Street; bad parking issues around Middle Road and Coralbank Terrace).
		PA2 Provide more parking spaces in town centre for visitors (because there is so much on-street parking on the High Street; and because compensatory parking would be needed if cycle lanes were to be created there).

Public Realm (PR)		
Aim	Priority	Action
Shape the built environment to enable more sustainable outcomes and strengthen Rattray distinctiveness as a place.	8. Strengthen Rattray's identity.	PR1 Explore issues behind the concentration of shops and facilities in Blairgowrie: need to redress balance (Rattray lacks a draw for people to spend time there, a destination. Most attractions are in Blair and it is also stronger in a commercial sense. Most public buildings and greenspaces are in easy walking distance, but the lack of resources in Rattray means that most people go to Blairgowrie or beyond for shopping, library, post office etc. as there is only one remaining shop and only 1 local pub, 1 inn/restaurant and 1 café/restaurant in Rattray. Only the pub has a central location).
		PR2 Commission more colourful public art to improve Rattray's image (follow up to recent murals along the High Street).
	9. Improve built environment across Rattray.	PR3 Protect and care for Rattray's historic buildings (Military Bridge and the former Riverside Church).
		PR4 Address vacant and derelict sites, (e.g. tidy up old hotel site).
		PR5 Upgrade High Street frontages (consider shop front grant scheme).
	10. Improve street furniture across Rattray.	PR6 Install a town notice board for Rattray to share information.
		PR7 Install more street benches (to have somewhere to stop en-route – there are currently no benches to stop at on the High Street; handrails would help on steeper slopes). While some were in favour of this intervention. some stated that there should in fact be less street furniture to prevent issues for the mobility impaired.

Appendices

Public Transport (PT)		
Aim	Priority	Action
Deliver excellent public transport services and routes.	11. Improve local and long-distance bus services.	PT1 Explore improvements to town bus service (e.g. frequency of no.63 needs to start earlier and end later, perhaps 7am-7pm; encourage locals to use this service more. Explore hop-on-hop-off service), expand route around new housing areas.
		PT2 More frequent/express bus service to Perth & Dundee (to serve shoppers; professionals commuting to work; attendees at Perth College - no.57 currently connects Perth, Dundee and Blairgowrie hourly; improve frequency of night-time and weekend services).
		PT3 Explore improvements to intra-regional service (e.g. to Braemar via Bridge of Cally / Kirkmichael / Glenshee; between Alyth, Coupar Angus and Rattray).
Work towards a sustainable, integrated transport network for the town.	12. Improve sustainability of public transport apparatus.	PT4 Explore sustainable transport options e.g. electric bus provision.
	13. Improve on-bus bike storage and bus shelter provision.	PT5 Better support for bus and bike connectivity (bus stop storage, on-bus bike storage).
		PT6 Erect more bus shelters (only one bus shelter in Rattray); install E-timetables at major stops.
Address issues of cost for accessing public transport services, especially by disadvantaged groups.	14. Address cost of bus services.	PT7 Stagecoach to offer a local bus pass. Explore free pass for young people.
Better knowledge of bus services.	15. Improve publicity.	PT8 Develop better publicity & information about public transport.

Appendices

Road Safety (RS)

Aim	Priority	Action
Improve road maintenance.	11. Improve local and long-distance bus services.	RS1 Improve maintenance of pavement areas, to deal promptly with rough pavement surfaces, and to get overhanging and protruding greenery cut back out of pavement space.
Favour walkability by prioritising pedestrian routes.	17. Improve road crossings.	RS2 Make crossing easier and safer especially at junctions (e.g. Hatton Road/High St and Balmoral Rd/High Street junctions; possible options are a mirror for end of Balmoral Rd entering High St, or adding islands, bollards and/or traffic lights to Rattray High Street; ensure that the timings at existing pedestrian crossings are fit for purpose and the context). RS3 Ensure local authority retains school crossing patrolB RS4 Greater enforcement of speed limits at well-known hotspots (e.g. at the entrance to Rattray from Alyth, Balmoral Road). RS5 Explore 20mph speed limit along whole of the High Street (compare to traffic calming measures introduced in Meigle). RS6 Explore 20mph speed limit throughout Rattray and Blair (NB, one person observed that there were too many changes between 20mph and 30mph zones). RS7 Install speed bumps/speed cameras to slow traffic at key spots.
Reduce road traffic accidents.	18. Introduce appropriate calming measures/mitigation.	RS8 Address areas where road safety is poor, impacting walking and cycling: (1) Rattray High Street - pavements are narrow, not accessible, crossing is dangerous, cars are parked on the side of the road, traffic is fast; (2) Boat Brae - difficult to navigate with children, traffic is fast; (3) Hatton Road - no paths near the caravan site, junction at the bottom is difficult to cross; (4) Rattray/Blairgowrie Bridge - not wide enough to cycle on safely (5) Balmoral Road - not safe for crossing. Traffic is too fast and parking obscures drivers and pedestrians views (6) around Rattray Primary traffic speed is too high and pavements are narrow. (Summary of online statements on Road Safety by Hajni Biro). RS9 Explore Bypass around Rattray.

Safety (General) (SA)

Aim	Priority	Action
Rattray as a clean air town.	19. Address air and noise pollution in the town and improve street and park lighting.	SA1 Reduce the volume of traffic through town to reduce air pollution (e.g. Boat Brae - air and noise pollution is high here; also the A93 and the A926).
For walkers and cyclists to feel safe at night.		SA2 Install streetlights more strategically e.g. parks and paths (a number of participants mentioned feeling unsafe walking around at night).

Appendix 2

Key National Policy Documents

Scotland's Third National Planning Framework (2014) - <https://www.gov.scot/publications/national-planning-framework-3/>

National Transport Strategy 2 (Transport Scotland, Feb. 2020) - <https://www.transport.gov.scot/publication/national-transport-strategy-2/>

National Walking Strategy (2014) - <https://www.gov.scot/publications/lets-scotland-walking-national-walking-strategy/>

Active Travel Task Force Delivery Plan (Transport Scotland, 2019) - <https://www.transport.gov.scot/publication/active-travel-taskforce-delivery-plan/>

Active Travel Framework (Transport Scotland, 2019) - <https://www.transport.gov.scot/active-travel/active-travel-framework/>

Transport and Poverty in Scotland, Report of the Poverty and Inequality Commission (June 2019) - <https://bit.ly/3j5Lwir>

Cycling Action Plan for Scotland 2017-2020 (Transport Scotland, 2017) - <https://www.transport.gov.scot/publication/cycling-action-plan-for-scotland-2017-2020/>

Scotland's Accessible Travel Framework Our Delivery Plan for 2019-2020 (Transport Scotland, 2019) - <https://www.transport.gov.scot/publication/scotland-s-accessible-travel-framework-delivery-plan-for-2019-2020/>

Key Local Policy Documents

Perth and Kinross Local Development Plan 2 - <https://www.pkc.gov.uk/ldp2>

TACTRAN's Regional Transport strategy for 2015-2036 Refresh - <https://www.tactran.gov.uk/documents/RTSRefresh-FinalReport.pdf>

Active Travel Strategy for Perth and Kinross, Appendix 1 (Strategy) - <https://bit.ly/3jtxKGn>

Active Travel Strategy for Perth and Kinross, Appendix 2 (Action Plan) - <https://bit.ly/3qCvzBR>

Interim Climate Emergency Report and Action Plan (Dec. 2019) - <https://www.pkc.gov.uk/climatechange>

